

**Incentive Scheme**  
**Outstanding Initiative Award**  
**(To enhance the profile of the HKBA and HK overseas)**  
**Application Form**

Please return the Application Form to the Federation Secretariat by **Sept 30, 2005**  
by Fax: (852) 2169 9516 Or Email: [winnie.chiu@tdc.org.hk](mailto:winnie.chiu@tdc.org.hk)

Name of Association: Japan Hong Kong Society-Tokyo Head Quarter

**Part 1: Basic Information of the Initiative**

1) Name of the initiative

Workshop to HK/China market

2) Date/Duration

18 April 2005

3) Objectives of the initiative

Small workshop for those who are making inroads into the HK/China Market

4) Target audience and no. of attendance

40

Business Advisory Service (BAS) users, businessmen in related China markets

5) Project Manager / Team of the initiative

Mr. Kazuhiro Fujikawa, Director

6) Concept and key action plan (use separate sheet, if necessary)

To pick up outstanding issue from BAS users and hear of solutions from JHKS member and non-member speakers. The workshop is open to discussion format. Participants are free to ask their questions through the speeches.

These workshops will be held 3 times a year.

The 2<sup>nd</sup> workshop is scheduled for 12 October 2005

**Part 2: Evaluation on the results achieved from the initiative**

The participants have been satisfied with the workshop because:

- The speakers are experienced in doing business HK/China markets
- JHKS Directors may answer the questions with the main speaker.
- Were able to solve outstanding issue through discussion with experts.

**Part 3: Description of the initiative in terms of the selected criteria**

Please describe the initiative in terms of the following criteria (whenever applicable):

1) Innovativeness

(e.g. the concept is new, creative and is not commonly adopted in other associations or organisations.)

The first paid workshop

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2) Impact on the local business community

(e.g. involving the local business leaders or celebrities, strong coverage in local media, raise the profile of the association in the local community.)

JHKS activities were made known to participant businessmen, those who do not know the Society at all.

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3) Active participation of members

(e.g. participation can be at all levels, including the stage when the initiative is being conceptualised, the organization/implementation stage and the final participation at the events.)

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Independent planning and organizing by JHKS Directors, who are also advisors to BAS. They were able to participant in the Q & A sessions.

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4) Ability in attracting new members

(e.g. no. of new members being attracted to join the association after the initiative is launched or ability to target a group of potential members for future follow-up.)

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2 participants became members  
The others became new contacts for JHKS and TDC.

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5) Financial gain

(e.g. the revenue generated from the initiative and/or the amount of sponsorship being solicited.)

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JPY 85,500 (US\$757) from 35 participants

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6) Value created in enhancing HK image overseas

(e.g. The positive image of HK quoted by the local community / press.)

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The workshop was able to appeal to local businessmen by presenting the HK advantage for China market through Q & A session with JHKS Directors following the main presentation.

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Other achievements

(e.g. making 20 business matching, increasing & strengthening alliances with local multipliers.)

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**Weight of each criterion for Association's Reference**

	Weighting of each criterion (%)
1) Innovativeness	15
2) Impact on the local business community	15
3) Active participation of members	15
4) Ability in attracting new members	10
5) Financial gain	15
6) Value created in enhancing HK image overseas	20
7) Other achievements	10
<b>Total</b>	<b>100</b>

**Part 3: Supporting information**

It is optional for the applicant to provide additional supporting information of the initiative, such as photos, press clippings, recognition letters, comments from members, etc.

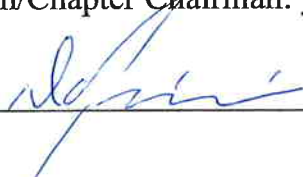
Yes, the supporting information will be sent to the Federation Secretariat together with this application form

No, there is no supporting information.

I certify that this submission is endorsed by our board.

Submitted by Association/Chapter Chairman: Mr. Hiroshi Zaizen, President

Signature:



Date:

30-Sept-05